



## 2020 PLAN OUTLINE (Q&A)

### WHY

- We take our **MISSION** seriously: Connect our community to arts and culture by supporting, promoting and enriching existing opportunities, and by seeking new possibilities.
- A vibrant arts and culture environment is critical to enhancing quality of life and driving economic development.
- Expand and embed the arts throughout our community for a greater and lasting impact.

### HOW

- **EXPAND the Marshalltown Public Art Committee** – provide art in publicly accessible spaces.
- **EXPAND the Art in Public Places** – local businesses to showcase local artists (Airport, Wayward and Sub City).
- **LAUNCH the Marshalltown Murals Program** – increased focus on quality of life, community pride and beautification.
- **DEVELOP an Artist Network** – engage and amplify our local artists; opportunities for networking and learning.
- **DEVELOP Pop-Up Experiences** – connect the community with arts & culture on a regular basis in unique ways.
- **To better serve Marshalltown & carry out our mission**, we will no longer be holding the annual one-day art festival.

### WHAT WE LEARNED & HEARD

- Extensive research on local, state and nationwide trends.
- Input from artists, planning committee members, community members, staff and board of directors.
- Artist sales continue to be minimal or nonexistent, resulting in a decrease in participation.
- Trends of Art Festivals around the Country on how people are purchasing art.
- The limitations of Impact and Reach of a 1-day event.

### MORE QUESTIONS?

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